Guvernator's Restaurant

608 Ennt Brond Street.

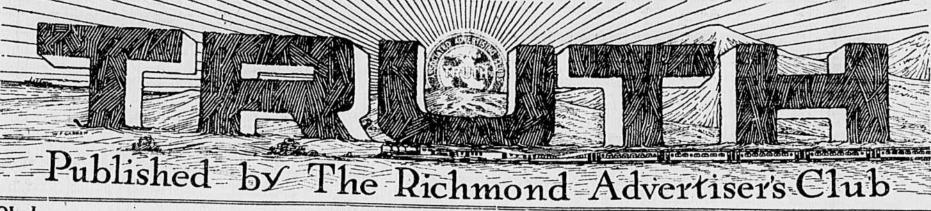
Oysters and Clams All the Year Round

> SEA FOOD A SPECIALTY



President, M. S. Knight; Vice-President, S. T. Leaming: Secretary, Raymond Mussey Treasurer. Raiph Dombrower Address commu hadress commu-nions, contri-butions or sug-ions for Truth to W. S. Campbell, Chairman of Pub-licity Committee.

8



VOL. I.

Ask for

MAXIME'S

Sold Everywhere

MAXIME'S

WHITTET

WHITTET & SHEPPERSON

Richmond, Va.

INSURANCE

SURETY BONDS

Gibson, Moore & Sutton, Inc.

FREDERIK

SPIGEL! STUDIOS

ADVERTISING

D. A. PRENTISS

Oldsmobile

COLUMBIA STORAGE

BATTERIES.

Phone Randolph 409

Grant

Saxon

1012 T.D.BLDG.

REMEMBER!!

better have

print it.

FRIDAY, NOVEMBER 12, 1920

No. 40

DIRECTORS M. S. Knight S. T. Learning Ralph Dombrows Robert Saville

Gervas Taylor E. N. Ezeklel R. P. Harrison Address all con ing to member-...p and club af-lairs to Raymond Mass y, Secretary, ... 0 Box 239.

Aragon means Best

Coffee Tea Rice

1920 Map of Richmond and Suburbs

50 cents to \$7.50

At your Stationer's or Hill Directory Co., Inc.

823 Mutual Building.

Remember Hill's Letter Shop for Multigraphing.

Outdoor Advertising

The Truth Tersely Told The Burton System, Inc.

Christmas

GREETING CARDS.

T.P. Levy & Co.

603 East Broad Street.



The S. GALESKI Optical Co.

The Safe-Cabinet The World's Safest Safe'

Bears the Highest Endorsement of the Underwriters' Laboratories. Underwriters' Laboratories Inspected Safe Class A No.

Underwriters' Laboratories Inspected Safe Class B No.

THE SAFE-CABINET COMPANY tadison 207. Michmond, Va

PURE CO FRUIT

AVORING EXTRACT

17 HIGHEST MEDALS

Largest Selling Brand in U. S. C. F. SAUER CO. RICHMOND, VA.

Electrical Work of

Every Description

MORRIS HUNTER

Welcome to the New Officers Through the stress of business, M. S. Knight, who has been president of the club since the annual election last May, tendered his resignation to the board of directors of the club. The formal announcement of his resignation was made at the meeting last Friday, as well as the announcement of the officers appointed by the board to fill the unexpired term. unexpired term.

S. T. Leaming, who has taken a very ac-tive part in the club for several years, and is at the present time executive secretary of the Better Business Bureau, was promoted from the vice-presidency to the presidency of the club. Mr. Learning has a great many friends and warm supporters in the organization, and because of his position he will have much time to devote to the upbuilding of the club. His position with the Retter Business Bureau, which is a subsidiary of the Richmond Advertising Club. will in nowise effect his emcient handling of club matters, but, on the other hand, will of material assistance to him in the

Raymond Massey, who has served the club as secretary for more than two years, was promoted to the vice-presidency, certainly a well-deserved reward for faithful service.

One new member was elected to the board of directors. The ciub is fortunate to have W. W. Workman to sit on the board. His long experience and wide acquaintance in advertising circles will enable him to render valuable assistance to the activities of our organization.

Gervas Taylor was made secretary. We all know Gerras and know that he is going to put his usual pep and enthusiasm in the work that he is now doing.

The Richmond Advertising Club is potensimilar organization. It has brains: it has muscle. It is capable of doing almost anything it undertakes. It is familiar with that most powerful of all forces—

There is just one thing that can make these weapons ineffectual against the problems undertaken by the club—lack of enthusiasm on the part of Advertising Club Collectively, we can make the wheels of

commerce in our fair city spin at a terrific rate. Divided in our thoughts and activi-ties, we become as a one-horse shay compared to a twin-six automobile, Let us all get in and work. If Richmond

is a good place to live in now, it is worth making better. How can I help? That question is easily aswered. Whatever you are asked to do, do it cheerfully and enthusiastically. Get task that has been assigned you and you still find real joy in doing things.

for Giles said that "life is doing, and do-z is life." There never was a truer statethings in seeing things progress, not stand The satisfied man is a failure in every

Mosmiller

FLORIST

All the season's flowers ar

here with all their beauty and

Phones, Madison 1117-1118.

Electric Motors

Repaired

QUICK SERVICE

Wingfield & Hundley

ragrance.

PROGRAM TODAY

SALESMANSHIP

By Prof. H. H. Seay, Jr., Associate Professor of Economics, University of Richmond.

Those who missed Professor Seay's lecture on "Retail Merchanlising" missed one of the treats of the year. Profit by this bit of advice and hear him today on

"Salesmanship."

Luncheon at the Hotel Richmond. 12:55 sharp.

quarter of your time to attend the Ad Club luncheons. If you have reached the stage that you cannot learn something from association and intimate contact with your fellows, you are in a bad way. So, attend the luncheons, take part in the work of the club, offer suggestions.

Do something, if it is nothing but talk. Make a noise like a man. The man or the woman who does not exercise the right of suffrage has no right to complain of poor overnment. The same thing is true of Ad Club membership.

Personal Stuff

Our well-known citizen and mail-order extially the strongest civic organization in pert. Milton Cone, may be seen Buicking Richmond. Its membership is larger than out to the Hermitage Club on a certain morning in the week, arriving promptly at 9 o'clock. Object: to top a brassic.

> Raymond Massey, local insurance expert, was in Noriolk last week. Isn't there enough water in Richmond, Raymond?

Frank Davis, business manager of the Merchants Journal of Commerce, says he never will forgive Henry Ford for the dirty trick he played on him. Exactly four hours, fifteen minutes and three seconds from the ime Frank put his John Hancock to a check for one of Henry's sedans, the price of the said sedan was cut 33 1-3 per cent. Better

B. Morgan Shepherd was seen going through Capitol Square last Wednesday. Two hours later the said Governor raised cain with the Federal bank. you, Morgan.

Attend the club luncheons. You eat trips to New York lately. Is it always busi-

Newspaper, Magazine and General

Advertising Planned, and Profitably Placed.

Stonewall Jackson Court Saville, orator and diplomat, threatens to attend a meet-ing of the Advertising Club soon. Hope to

Julian Whitlock Myers has earned our everlasting gratitude. He says hats for our wives are coming down. Hope so but don't be like Mr. Snarlygrass.

Dr. Campbell Bhas just returned from a trip to Portland, Me. He says Richmond is a pretty good place to live in. Doc, it's

W(ill) W(in) Workman says one advantage about being chairman of the program committee is that he can make a speech

Your correspondent will now burst forth

A constant drop of water Wears away the hardest stone be constant gnawing Towser Masticates the toughest bone The constant cooing lover Carries off the blushing maid. And the constant advertiser is the one that gets the trade.

More anon. YOUR CORRESPONDENT

Better Business Bulletins

Speaking generally, the value of an article is the price at which two or more rep-resentative stores in a certain locality are, at present, selling that article in a regular at present, selling that article in a regular way. Obviously, during a period of falling prices everywhere, the "value" of certain articles is rapidly lessening. The use of "regular price" just now is dangerous. But "former regular price" or "originally made to sell at would convey the truth and not weaken the statement. Also the statement "worth up to" would often be invested. "worth up to" would often be improved by saying, "formerly worth from (lowest price) to (highest price)."

"Wholesale," according to H. J. Kenner, secretary of the National Vigilance Commit-tee, "is a term which is legitimately used to pply to the price at which goods are sold in quantity by the manufacturer or jobber o cae final distributor? But in its use, a tailer should not forget to consider "pres-ent value." Goods may have wholesaled at \$24.00 per dozen last month and be wholeat \$24.00 per dozen last month and be whole-saling at \$16.00 per dozen this week. But a retailer though selling at a loss, would not be justified in saying that at \$1.75 each he is selling at less than wholesale. The public thinks in terms of "present value" unless advised otherwise.

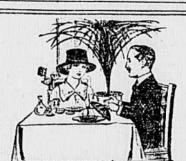
wednesday.

Almost every family is aware that prices are dropping because competition demanded it, and that few, if any, business men have voluntarily lowered prices from altruistic modern and the contraction of the contra tives. It seems foolish to pay for valuable advertising space in order to make statements that will neither sell goods nor ever be believed by the general public.

Better Business Bureau of Richmond, Inc.

Dance and Dine -AT THE-RICH KELLER

Every Evening from 9 to 12 Excellent Jazz Orchestra from Boston, 25%, reduction from menu prices in the Grill Room, HOTEL RICHMOND, W. E. HOCKETT, Manager.



Calling to your attention the best place for business menand women to cot-

Murphy's Dining Room

Eighth and Broad.

Stocks and Bonds

LOCAL SECURITIES

EUGENE R. JONES & CO.

807 E. Main St. Mad. 7147. Members Stock Exchange.

as well as print

TRY US

Williams Printing Co.

11-13-15 N. Fourteenth St.

Phone Madison 989

American Audit Company

PUBLIC, ACCOUNTANTS.

Richmond Branch, Room 214 Amer. Nat'l Bank 11145

CONSULTING ACCOUNTANTS.

Audita Business Systems
Examinations Cost Systems

Home Office, 100 Broadway, New York,

For Best Work and

Satisfaction Go to

Southern Auto Repair

Company, Inc.

920-922 West Broad Street.

Richmond, Va.

Have Your

LLAN TALBOTT Resident Phone Randolph 961,

We Think

Taxpayers

should have their accounts stated in conformity with the Federal Tax requirements and scientific accounting. We havite you to come in and talk over your accounting and tax problems, or at your request we shall call at your office.

Pullen, Henderson & Company,

Certified Public Accountants Rickmond, Lynchburg, Raleigh Vn. Va. N. C.

Better Printing— Better Advertising

The Shop of Better Printing Garrett & Massie, Inc. 1309-11 E. Franklin Street

Guilding on Glass, Cornice Signs Show Cards, Bronze, Brass Nickel and Etched Glass Signs Pressed Metal Signs Made in

Grace Sign Co.

Large Quantities.

STEREOS and MATS

Ad Club Members can get quickest and best service in our modern plant.

VIRGINIA STATIONERY CO., Ninth and Cary

PRIME RIBS OF BEEF

Richmond Cafeteria Eighth and Franklin Streets.

Old Carpets Rewoven Into New Rugs Richmond Awning Co.

INSURANCE LINES.

STUART RAGLAND 208 Travelers Building.

Randolph 6280.

The Best Way

"help them help themselves." That is the work of the Associated Charities, and is a work all Richmond must aid. Let it have your support.

The Union Bank of Richmond 1104 E. MAIN ST.

We Want You on Our Books Will Do Anything a Good Bank or Trust Company Can Do for You.

First National Bank The Oldest Bank in Richmond, interest in Savings Departmen Begins the First Day in Each Month. Vby Not Rent a Sufe Deposit Box

Resources, \$42,000,000.

The Realtors To Handle Your Real Estate

ALLAN, SAVILLE & SNEAD, Inc. 561-2-3 Ry. & Power Bldg. Phone Randolph 3326-3327

Virginia Engraving Co., Inc. Photo-Engravers

Virginia Trust Company

The Safe Executor

RICHMOND, VIRGINIA.

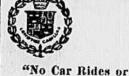
Please Remember This-Our Business Is That of Acting as Executor,

Guardian and Trustee.

Established 1892-Twenty-Eight Years Ago--for That Purpose.

Artists and Designers 8 and 10 North Eleventh St.,

Phone Randolph 318.



Drives Like the CADILLAC." JONES

Motor Car Co.

Oldest Agricultural Journal Circulation, Over 100,000 Established 1840

The Southern Planter Semi-Monthly

dices: 28 North Ninth Stree P. O. Drawer 1236 Richmond, Va.

Special sale on Screen Doors for one week. Prices from \$2,79 up, including all fixtures. Come in and compare our prices with others. Newton-Woodward

Hardware Corp., 018 East Brond Street.

NOTICE!

Felephones: Mad. 9452, Ran. 1552 CHER'

Richmond, Va.

Maccar Trucks

DENNIS AUTO SUPPLY CO.



SAN CARLOS **HAVANAS**

The Firms Who Are Wise **AD-VISE** "Printing of Distinction"

Sydnor Pump and Well Co., Inc.

Water Supply Equipment 1310 Past Main Street.



Sperry & Hutchinson Co.

108 North Beventh Street, " "

Is the verdict of many users 10c Straight and 2 for 25c 801, W. Broad St. \$4.50 and \$5.50 Per Box Automobile Accessories Brown Print Shop KING-WILSON MOTOR Automobile Robes Frank Moriconi & Co. CORPORATION Where Governor Street Meets Franklin, Richmond, Va. Distributors G. & S. Tires 605-613 West Broad Street. Tenth and Main Streets. 20 W. Broad St. Phone Madison 1896. Richmond. Va. Richmond, Va.